

Indiana's Tourism Economy

Indiana generates \$5.9 billion in spending from visitors every year (1996 Davidson-Peterson Associates), and is host to some 49.2 million domestic visitors annually, the majority of which (68% or 33.3 million) are leisure travel visitors (1997 D.K. Shifflet Domestic Travel Report).

In Indiana, more than 11,000 businesses and organizations depend, at least in part, on visitor spending.

Business Type	Current Number
Attractions	850
Entertainment/Sports Venues	130
State Parks, Reservoirs, Rec Areas	38
Convention & Visitor Bureaus	55
Hotels & Motels	1,100
Bed & Breakfasts	210
Campgrounds	145
Festivals	1,100
Restaurants	7,000
Golf Courses	280
Retailers	500
Wineries	22
TOTAL	11,430

Source: Indiana Tourism Council